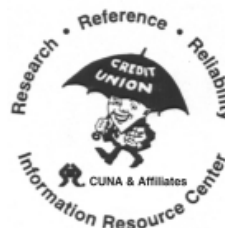


**GREAT PATHWAYS
TO
CREDIT UNIONS**



CUNA MUTUAL INSURANCE SOCIETY

CUMIS INSURANCE SOCIETY, INC.

MADISON, WISCONSIN HAMILTON, ONTARIO

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“ As a result of the great interest expressed in our “Great Men in Credit Union History” calendar series, we have attempted (in our 1964 calendar) to continue this “Great” theme with the portrayal of the origin of those great ideas or developments in the history of mankind which preceded and were molded into the credit union idea as conceived by Mr. Raiffeisen in Germany during the 19th century. This series, “Great Pathways to Credits Unions”, is a broad, ambitious project which necessarily required an arbitrary selection of the events which we feel best portray the ideas and developments represented in the credit union concept. We believe that we have succeeded in illustrating and dramatizing that tremendous heritage which we have today on our credit union idea. We hope you feel as we do, that this calendar represents an interesting and valuable contribution to the portrayal of credit union history.”

C. F. Eikel, Jr.
President
CUNA Mutual Insurance Society
CUMIS Insurance Society, Inc.

WELCOME HOME THE HUNTERS

The history of mankind is, in large part, the struggle for security. The dawn of the human story found this dream tugging at the caveman who soon began to learn that, instead of brutality, cooperation and pulling together was the best road toward that security. So, they began to hunt together, share common chores, and look after the weak ... laying the foundation for our modern-day concept of savings and insurance.

SECURITY: "... For who can put a price tag on the peace of mind that comes with the security of shares saved in the in the credit union."

— J. Deane Gannon, Director
Bureau of Federal Credit Unions

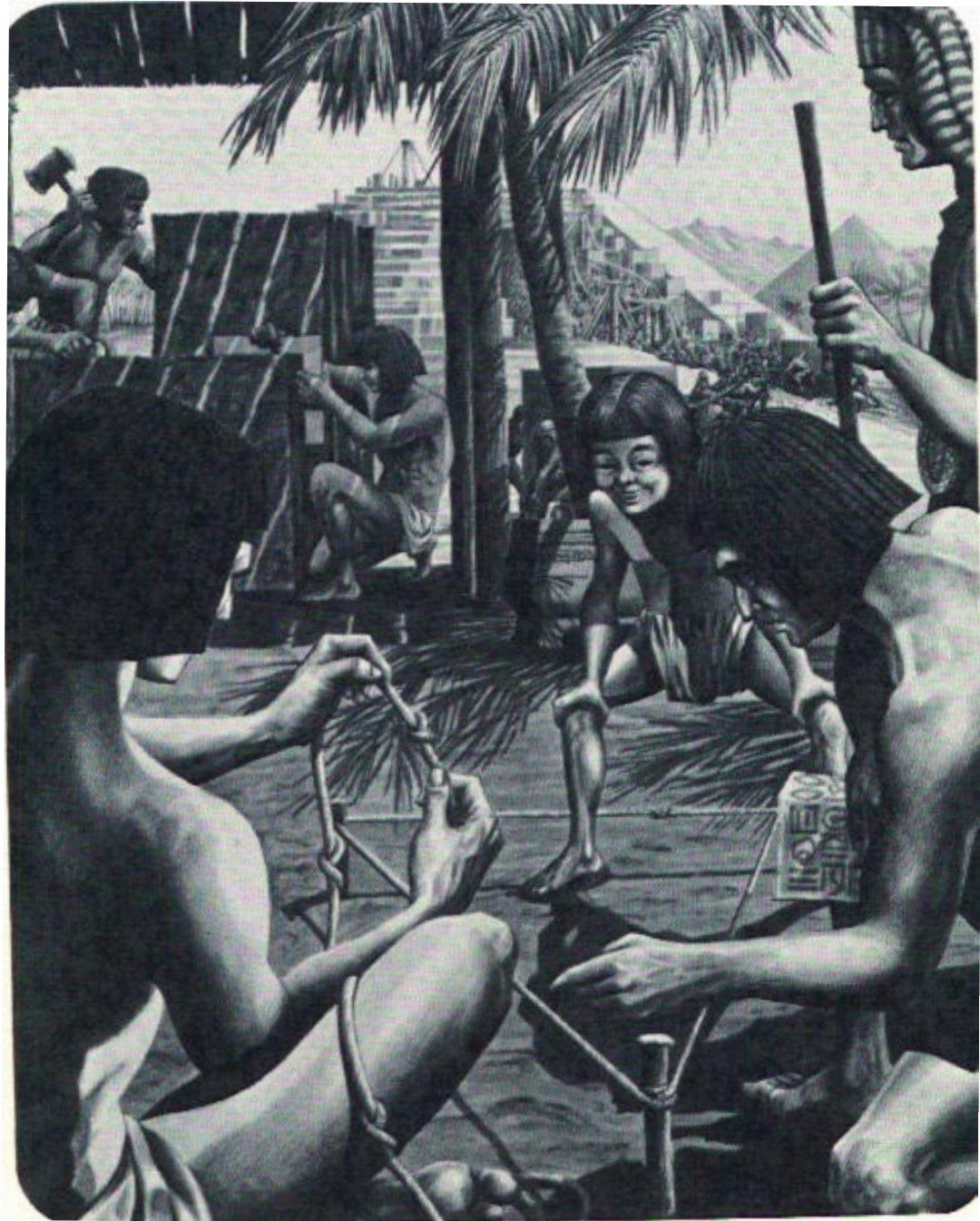


AN EGYPTIAN PASTIME

The first to develop the art of mathematics were the Egyptians. At first they treated the subject as a leisurely pastime, a hobby to while away the hours. Later they built the great pyramids, still standing and demonstrated their mastery and appreciation of the Science which centuries later expressed the formula that unlocked the atom. The great Greek scholars picked up the mathematics of the Egyptians and applied them to the development of the sciences and adapted them to use in the commercial world.

MATHEMATICS: "It is not too difficult to organize a credit union . . . It is much more difficult to see that a credit union maintains the proper spirit . . . and particularly that its business affairs are handled accurately."

—Friedrich W. Raiffeisen

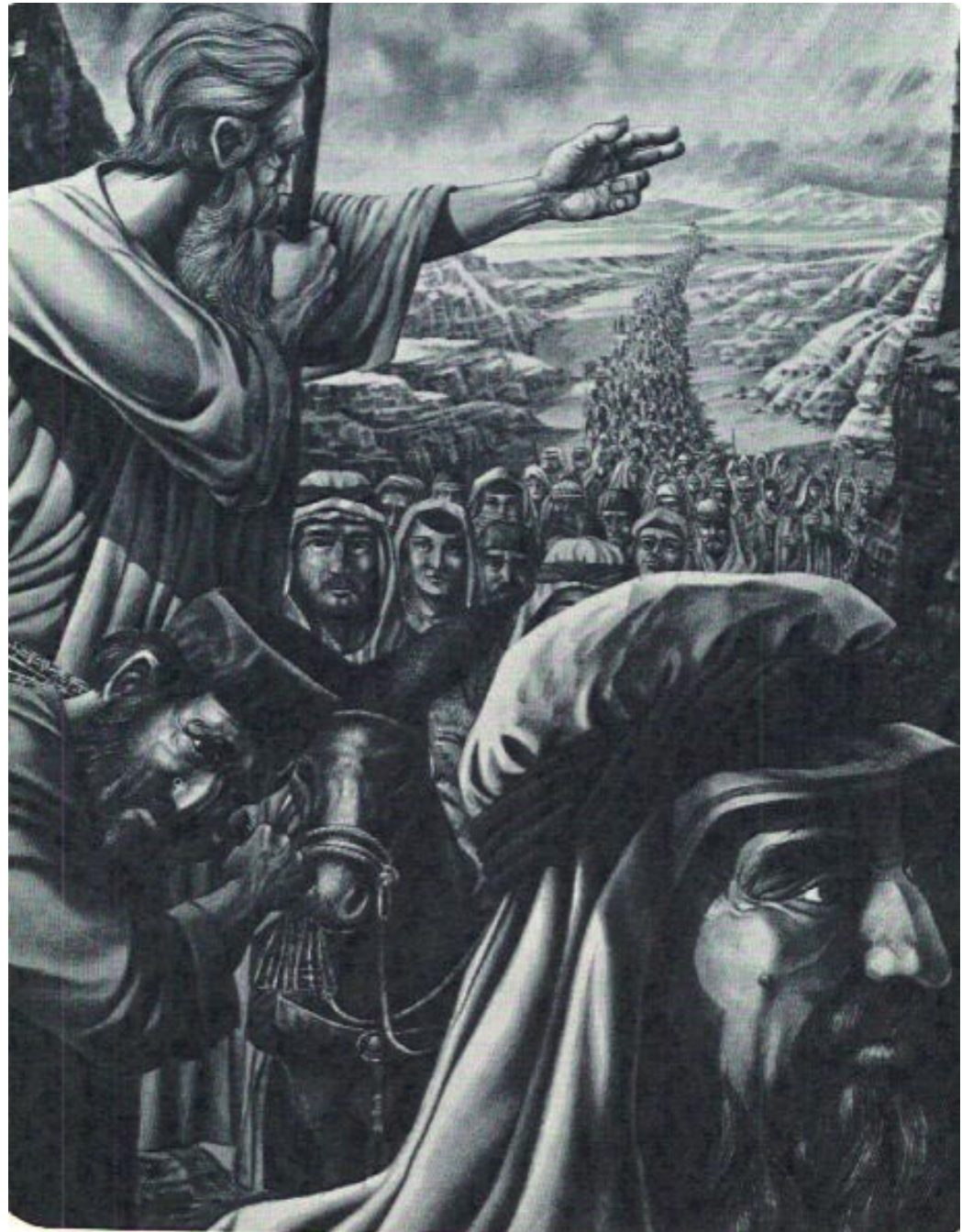


MOSES LEAVES EGYPT

People joined by a deep belief in a good cause can rise to great tasks. This is a lesson history has taught many times. The Book of Exodus recites for us one of the shining examples of the great strength in a united people. It tells us how, after 430 years of oppression in Egypt, Moses led the Jews through a great wilderness and, finally, to a homeland where they flourished. Moses, with the help of God and a devout people, carried out the extraordinary task of welding a self-conscious nation.

UNITY: "All for one and each for all should be your motto . . . your own selves and character must create your credit."

— Herman Schulze-Delitzsch



ARISTOTLE TEACHING IN ATHENS

The ability to learn and then use this knowledge set man apart from the animal world. Education was the tool that stored this knowledge, improved on it and then passed it along to new generations. Aristotle, one of the world's greatest teachers, was a founder of the advanced Grecian civilization that became a cornerstone for the Western World. Education has proven, time and again, the best route for self-improvement and a better life.

EDUCATION: "Education is the basis of growth."

— Claude Orchard

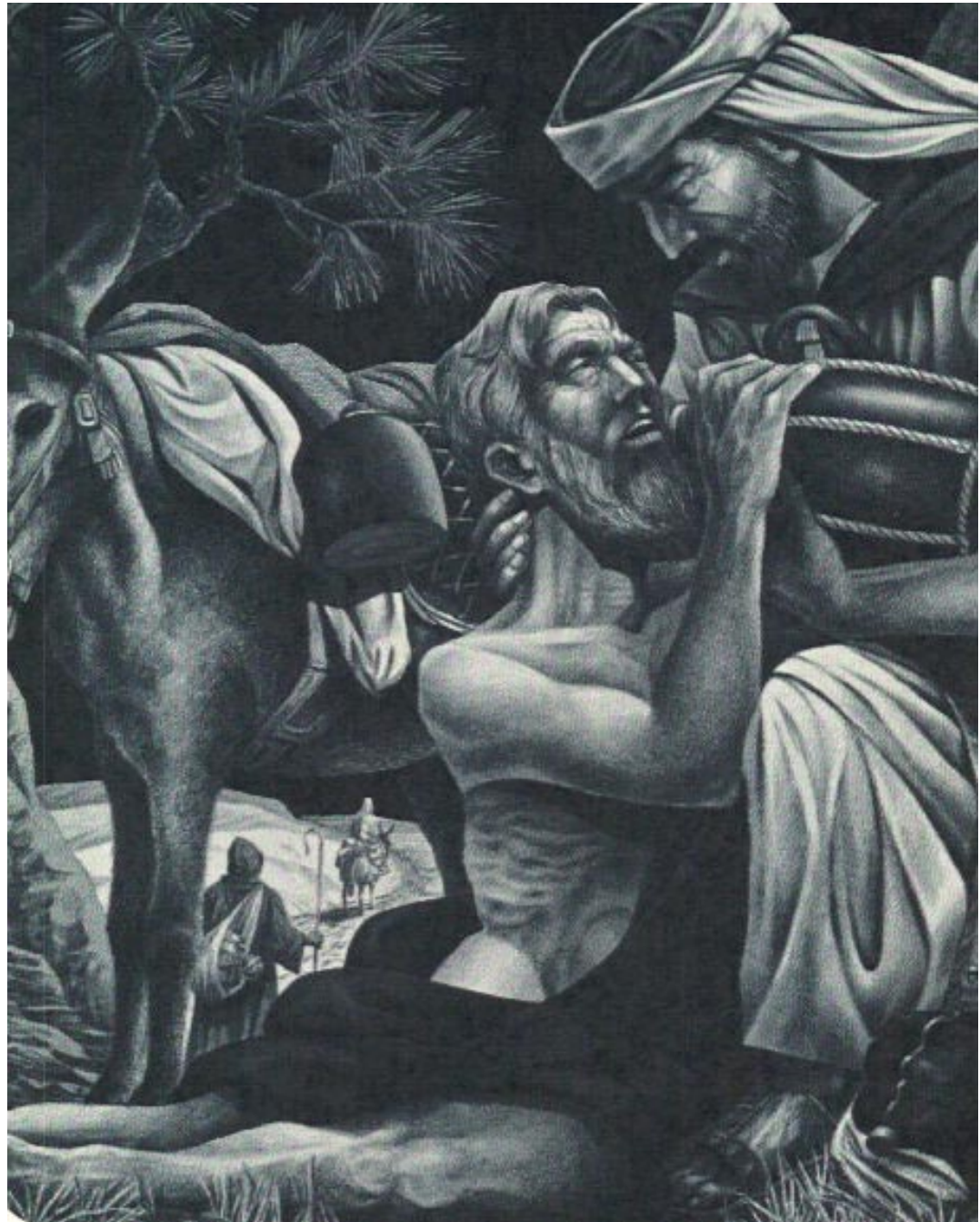


THE GOOD SAMARITAN

The often-told story of “The Good Samaritan,” has been the symbol for centuries of the brotherhood of man. This picture portrays that constant hope for brotherhood . . . the poor traveler, beaten, robbed of his belongings, and left to die, being helped by a certain Samaritan who was a stranger to Jericho . . .

BROTHERHOOD: “The real job of a credit union is to prove, in modest measure, the practicality of the brotherhood of man.”

— Roy F. Bergengren

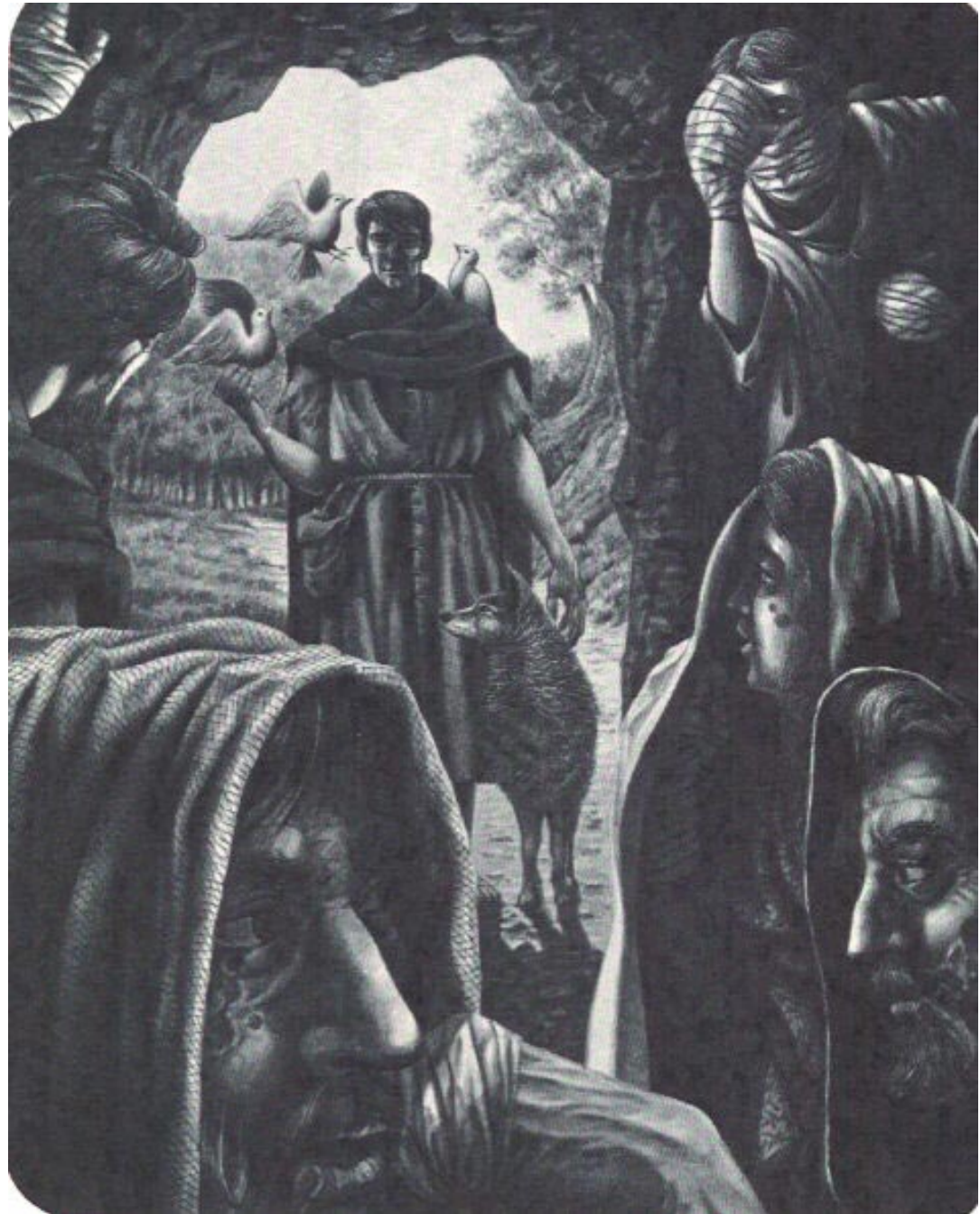


ST. FRANCIS OF ASSISI

St. Francis, the son of a wealthy man, gave up his worldly belongings and devoted himself to the poor and the afflicted, especially the leper. His compassion for the underdog and the downtrodden became the mark of his life. Early in the 13th century he founded the Order of Friars, known in modern times as the Franciscan Orders. The simple austere life of St. Francis, particularly his deep love for all created things, has inspired the Franciscans to centuries of good service to mankind. He was canonized within two years after his death.

GOODWILL: "I especially commend those responsible for introducing the ideals of self-help to developing nations around the world."

— Lester B. Pearson
Prime Minister of Canada



INCAS USED CONSUMER CREDIT

Credit was a word with meaning to the earliest civilizations of the New World. The Inca in Peru, who built aqueducts and roads and knew a great deal about such complex matters as textiles, medicine and even surgery, made credit a part of their lives. When newly-weds picked the site for their homes the Inca government extended a helping hand and advanced credit allowing them to buy the land and erect a house. Helped by the advanced Inca systems of agriculture and irrigation, the young people would produce good crops and repay their loans.

CREDIT: "The wise use of credit is an essential ingredient in a growing economy."

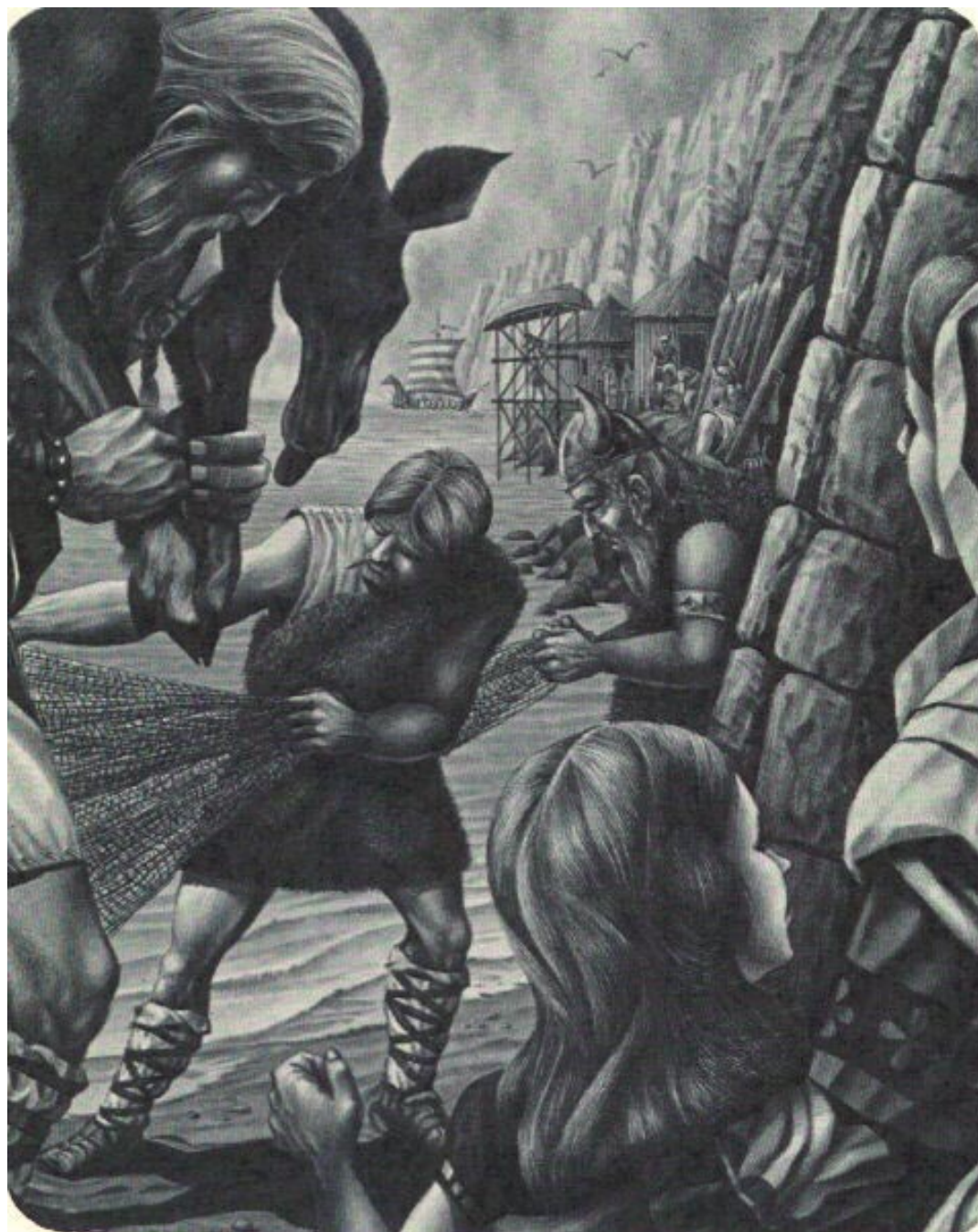
— John F. Kennedy



EARLY NORDICS KNEW THRIFT

Thrift was an important word to the Nordic people of many centuries ago who had to fight hard to survive in a rugged environment. The word “thrift” originated in those early-day Scandinavian lands where the Nordics battled the sea and the forest for an existence. In such a world they established the basis for the modern meaning of thrift — savings, wise use of credit, good health care, sound buying and careful provision for the winters ahead.

THRIFT: “Credit Unions are essentially thrift associations. They recognize thrift as the wise use of one’s resources, which includes credit.” — A belief affirmed by Credit Union National Association, at Estes Park, Colorado, August 10, 1954, on the 20th anniversary of its constitution.

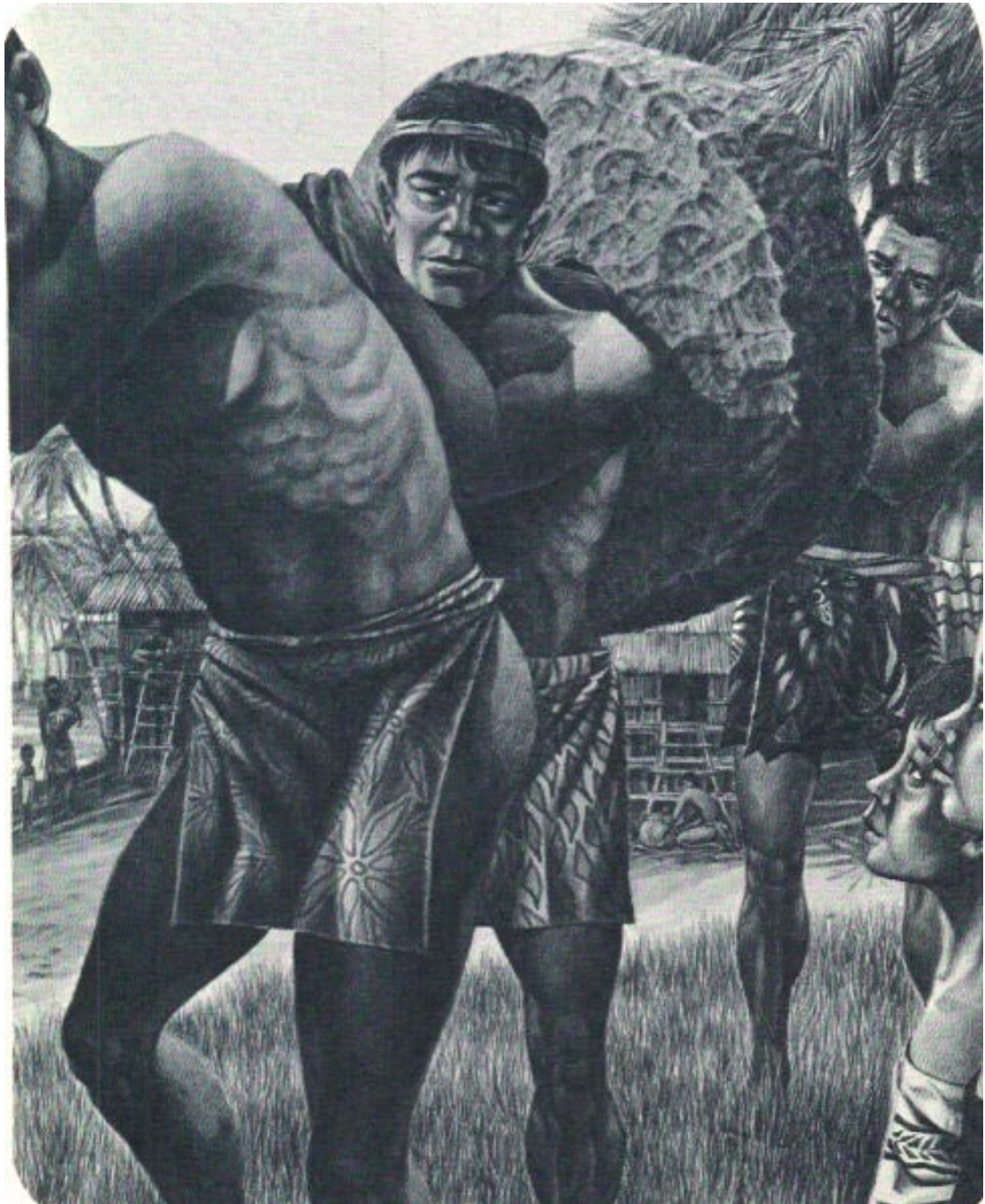


MONEY ON THE ISLAND OF YAP

Probably the largest and heaviest form of money in the history of the world were the 200-pound stones used as a medium of exchange on the Island of Yap in the South Pacific. The stones measured anywhere from six inches to 12 feet in diameter and some of them were still in circulation in the early 1900's. Money is the factor in civilization that provides a common ground for measuring the material needs and the desires of society.

MONEY: "Lets keep in mind that the credit union member furnishes all the billions of dollars we brag about — it is his money."

— Joseph S. DeRamus



SIGNING OF THE MAGNA CARTA

The signing of the Magna Carta (Great Charter) by King John of England in 1215 was one of the landmarks on the road to a free society in the Western World. The English nobility forced King John to sign the charter, which really was a constitution guaranteeing rights and privileges, adding greater freedom to the life of the ordinary Englishman as well as the nobleman.

FREEDOM: "In the credit unions, individuals combine together to form an organization which they themselves control and operate."

— Karl S. Little

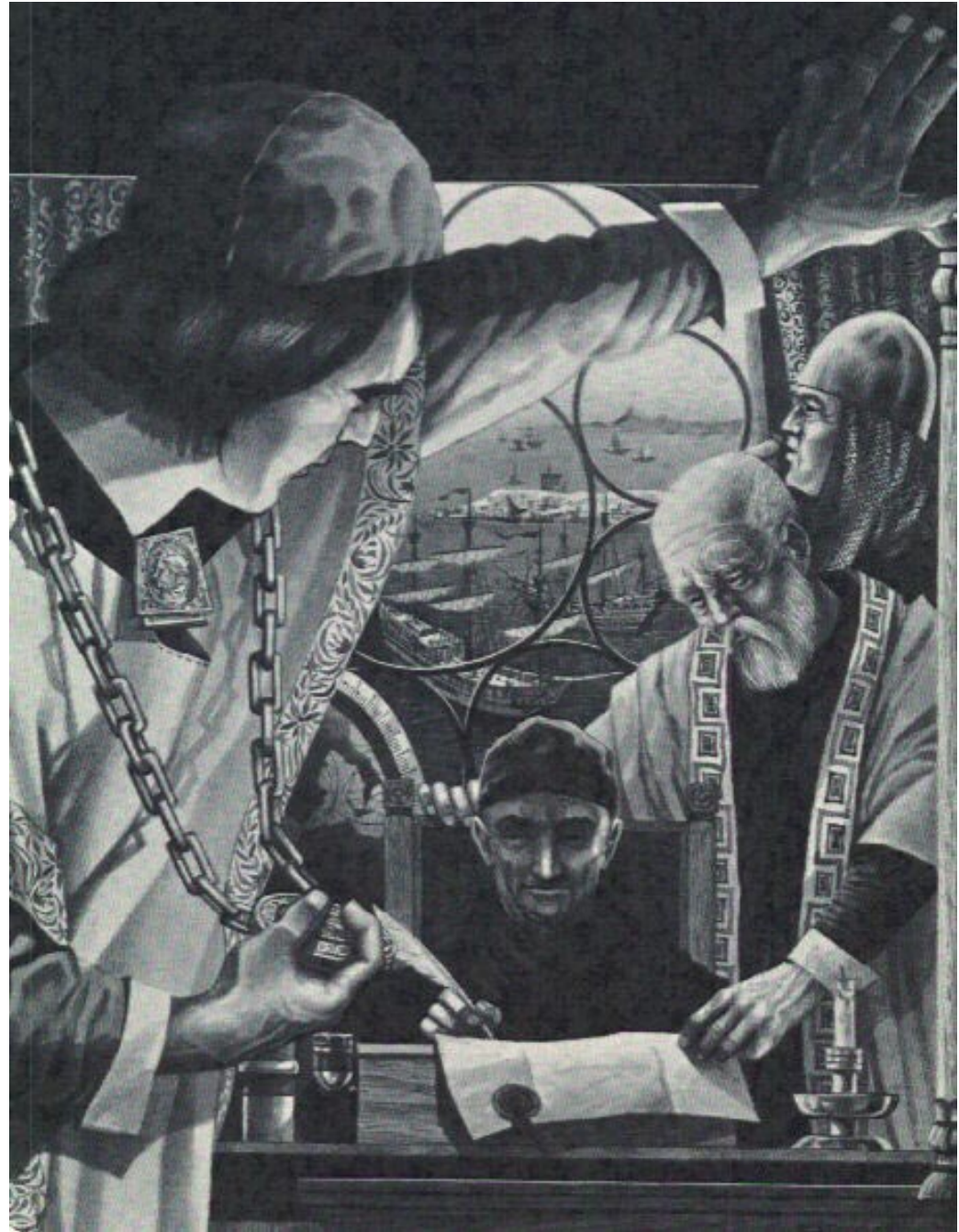


INSURING THE SEA CAPTAIN

The sea was one of man's first great challenges. The open water was both a mystery and a lure, with great discoveries and wealth always just beyond the horizon. The dangers were plain for all to see and prompted one of the earliest forms of life insurance, the act of insuring the life of the sea captain as he readied to leave port with valuable cargo. It soon became the practice to insure the captain's life in an amount equal to the value of the ship and its load. This inspired both the ship owners and shippers to increase their investments and encourage traffic on the sea.

INSURANCE: "We can be secure only as we arrange for everybody's security."

— Edward A. Filene

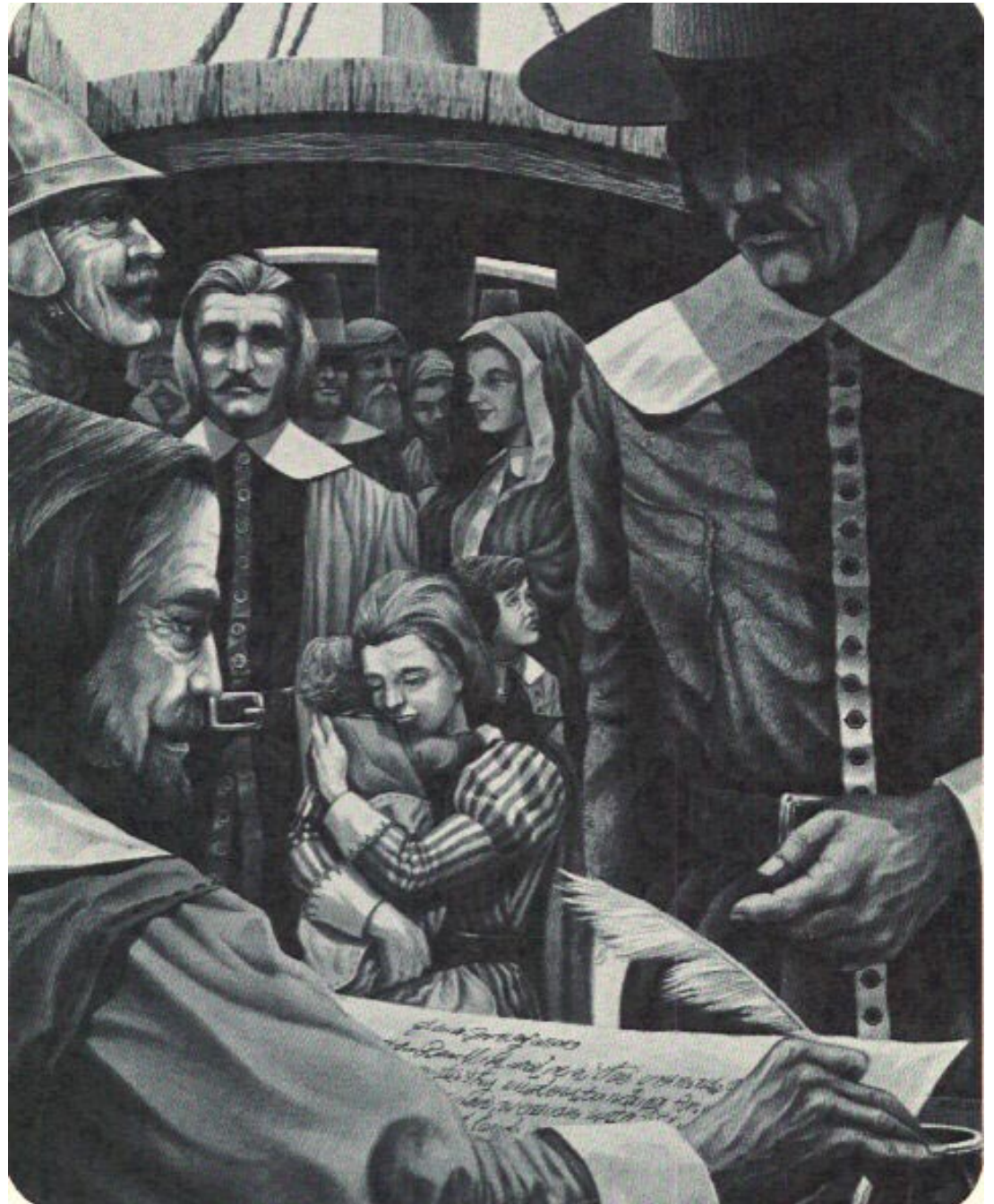


THE MAYFLOW COMPACT

The infant beginning of our modern democracy can be traced back to the Mayflower Compact, a document signed by the Pilgrims in 1620 as the ship that brought them to the New World lay off the Massachusetts shore. The Pilgrims drew up and signed the Mayflower Compact to prevent disorder and to make sure that a good government would be formed and the people would abide by its laws. This was the seed that took strong root and nourished not only government but institutions like our credit unions.

DEMOCRACY: "For the people can do ten times what they think they can do"

— The Reverend M. M. Coady



THE CREDIT UNION IDEA IS BORN

The credit union idea was born more than a century ago in the mind and heart of Frederick William Raiffeisen, mayor of a small town in Germany. The atmosphere of its birth was famine among farmers. Debt of epidemic proportions and unscrupulous money lenders were taking all that the farmers owned. Deeply troubled by the suffering of his people, Raiffeisen appealed to wealthy citizens for aid, but their help was inadequate. This was the time for the dawn of a new idea, and it came to Raiffeisen in these troubled times — an idea that the people could surmount this common problem of poverty by pooling their own meager savings and lending them to each other at a low rate of interest. This was the credit union idea.

